



Case Study:
Centrotec

Video Conferencing Creates
a Perfect Climate for
Productive Collaboration



Vidyo[®]

Summary

RESULTS

Telepresence quality for every device, over everyday IP networks

Increased communication across subsidiaries with less travel time and costs

Accelerated decision-making and improved process efficiencies

CHALLENGE

How does an energy technology innovator improve communication, workflow and cost-efficiencies to sustain profitable business growth across a highly distributed organization?

SOLUTION

Enterprise meeting solution powered by Vidyo

Key Capabilities:

- HD multipoint video conferencing and content sharing, up to 4K quality
- Interoperability and investment protection for legacy 3rd party video conferencing systems

Vidyo Endpoints:

- Mobile app
- Desktop app
- Group video systems



ABOUT CENTROTEC

Centrotec Sustainable AG (Centrotec) is recognized the world over for its leadership in the climatization of buildings. The company's energy-efficient technologies can be found in climate control, heating and ventilation systems of residential and commercial buildings everywhere. With over €500M in revenues, Centrotec is one of the world's largest listed companies in its industry.



Centrotec has 28 subsidiaries organized within four business areas: climate control systems, gas flue systems, medical technology and engineered plastics, and solar thermal systems. Each area develops and produces a wide array of specialized products and integrated systems focused on smart, energy-efficient buildings that support healthy and comfortable working and living conditions.

In recent years, Centrotec found that managing a growing product portfolio and expanding its reach into new regions had become increasingly time consuming and costly. Key employees were constantly on the road and communications across subsidiaries and geographies had become more difficult to manage. To sustain profitable business growth, Centrotec needed to improve business agility. Company leaders knew that better collaboration would improve process workflow and employee productivity, leading to business agility. They turned to video conferencing to pave the way for collaboration at Centrotec, and after a rigorous evaluation of several product offerings, chose Vidyo as their solution.

According to Centrotec CEO Dr. Gert-Jan Huisman, "Vidyo brought us a new and different way of collaborating. For us it was not just about reducing the time and cost of travel, it was also about speeding up development and production processes across all of our subsidiaries."

Centrotec wanted to eliminate silos of information that had sprouted up across the organization, and to connect cross-functional teams for successful collaboration. This is even more important today as iterative development methodologies and shorter product life cycles become the industry norm. Company leaders knew that a video conferencing solution would only gain widespread adoption among product development and management teams if it could deliver visual communication of



exceptional quality. Centrotec adopted Vidyo because it provided enterprise-class conferencing capabilities to meet each of these challenges.

"With Vidyo, we made a great leap from audio conferences to a much more personal and efficient way of meeting with video," said J.J. Elenbaas, Head of International Product Management at the Ubbink Centrotherm subsidiary. "Now we can get together easily, even for ad hoc meetings when we're under time pressure. We can share design drawings and product prototypes, zooming in and out on precise details, and get clear, immediate reactions from the team."

During the evaluation process, McNolia, a Vidyo Premier Reseller, worked with Centrotec on performance testing of the Vidyo Solution within the Centrotec infrastructure. According to McNolia Director Dennis Blom, "These tests were the key driver for Centrotec to select Vidyo over contenders. We were able to rapidly deploy Vidyo meeting solution, including endpoints. From the very first day, groups of 10-20 employees were productively video conferencing, connecting via the Internet from all over the world using the smartphones, tablets and desktop devices they normally use for work."



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-Dr. Gert-Jan Huisman, CEO



“During initial tests we experienced that Vidyo is very easy to use, and we became familiar with the system with very minimal training. We frequently use our laptops or iPads when travelling, and the ability to start a video conference wherever and whenever, unhindered by the limitation of just one meeting room, makes Vidyo a pleasure to work with.”

Centrotec chose Vidyo for its easy accessibility, and the ease with which it could deploy, manage and extend the system across its highly distributed operations. “Our development and manufacturing operations span Germany and the Netherlands,”

said Huisman, “and then we offer our products in more than 50 countries around the globe. Vidyo offers us the ability to scale quickly and cost-effectively to meet changing demand, which further supports business agility.”

As CEO Huisman tells it, “My requirements were for a natural, picture-perfect video conferencing experience. I think Vidyo offers this level of quality, and that is why our board meetings and all of our regular department management and staff meetings take place on Vidyo.”



Before we adopted Vidyo, we were making a major investment in travel but much of that investment was not tied to collaboration. Vidyo has helped us to dramatically increase the quality and intensity of collaboration, so it didn't take long for us to make Vidyo a part of our everyday workflow.

- Jan Dirk van der Geer, Manager of Corporate Development, Centrotec



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